Pegasus One

Data Intelligence Solutions

VISUALIZATION, ANALYTICS & INSIGHTS

Benefits of Digital Transformation

Pegasus One

Companies that embrace digital transformation with cloud, data & A.I.:

NEARLY DOUBLE operating margin

$40k more revenue per employee

50%+ higher average net income on revenue

$100M

The most digitally transformed enterprises generate on average $100 million in additional operating income each year

Source: Keystone Strategy

Data & analytics maturity model

Stage 1   Reactive

Structured data is transacted and locally managed. Data used reactively.

Stage 2   Informative

Structured data is managed and analyzed centrally and informs the business.

Stage 3   Predictive

Data captured is comprehensive and scalable and leads business decisions based on advanced analytics

Stage 4   Transformative

Data transforms business to drive desired outcomes. Any data, any source, anywhere at scale.

Pegasus One

Opportunities & Challenges

Pegasus One

- Empower employees with enhanced business agility

- Optimize operations and business processes

- Transform products through differentiated business models

- Engage customers with personalized experiences

- Data security

- Legacy app modernization

- Increased price/performance demands

- Faster & richer business insights

Migration Opportunities

Identify, Accelerate, and Close

Competitor Workload Opportunities

Data Platform	**Relational Database**
	Data Warehouse
	Advanced Analytics
Infrastructure	**Datacenter Transformation**
Enterprise Mobility	**Mobile Device Management**
	Identity & Access Management

Sales Cycle Support

1 ENABLE
- Competitor information
- Value proposition
- Readiness & training

2 PLAN
- Opportunity identification
- Customer conversation
- Sales tools

3 PROVE
- Business value
- Resources
- References

4 MIGRATE
- Guidance & tools
- Resources
- Training

Pegasus One

The Process

Discovery & Goals
Understanding the data silos in your organization

Roadmap to a data intelligence platform
Build a plan to extract the actionable insights

Implementation
1. Analyze and integrate your organizational data
2. Create insightful and actionable business information visualizations

Pegasus One

Discovery & Goals

Pegasus One

- Understanding the data silos in your organization

- Goal generation

  - Outline purpose

  - Define deliverables

- Collect requirements

- Identify data sources

- Rapid experimentation at lower costs

- Optimized internal business processes

- Increased operational efficiency

- New revenue streams and increased competitive advantage

Roadmap

Build a plan to extract the actionable insights

- Building a plan to extract the actionable insights:

  - Identify key stakeholders

  - Define scope

  - Set timeline & budget

  - Prepare data infrastructure

  - Keep track of infrastructure such as data warehouse

 - Select variables that count towards achieving the goals

Pegasus One

01

02

03

Implementation

Data Curation

Data Storage and Processing

Data Acquisition

- Real-time data acquisition from multiple sources
- One time data loading from RDBMS or NoSQL Database
- Incremental data collection from sources

- Data processing for analysis
  - Structuring data based on tools
- RDBMS or NoSQL based data storage in warehouse/data lakes
- Cloud based or On-premise
- Hot, warm or cold data storage

Data Analysis

- Data model creation
  - Statistical data models such as Correlation, Regression etc are applied to identify relationships between variables.
- Additional Cleaning

Communication

- Data Visualization in form of dashboard
- Actionable Insights for decision making

Deliverables

- Simple, results-oriented and intuitive visualizations with a strong focus on business outcomes.

- Customized reports uncovering actionable insights for proactive decision making.

- A scalable, secure and future-proof solution.

Pegasus One

Crime Managing Locations
LAST UPDATED: 5 days ago

Team Break Down By Stats
LAST UPDATED: 5 days ago

Norse God Weather Patterns
LAST UPDATED: 5 days ago

Crime Managing Lo
LAST UPDATED: 5 days ago

Banner R&D Departments

Iron Sales 2013 - 2014

Power Increase Quarterly

Banner R&D Departments

Development Proj

What you achieve

Pegasus One

- Fast and accurate decision making

- Insightful and actionable dashboard powered by state-of-the-art data visualization platforms

- Lower costs for data warehousing, systems integration, and data quality

- Accelerated data preparation and analytics to improve speed of business

- Rapid experimentation at lower costs

- Optimized internal business processes

- Increased operational efficiency

- New revenue streams and increased competitive advantage

Client Journey

Pegasus One

Discovery & Goals
Contract signed

INITIATION

ONBOARDING

1-2 Weeks

Team allocation
Collaboration plan
Governance plan
Stakeholders identification
Roles and Responsibilities
Risk identification
Knowledge transfer
Handover

Project plan
Software architecture
Security plan
Requirements definition (incl.
Wireframe, Prototype etc)
Risks management
Disaster Recovery
Design and Usability playbook
Performance and Scalability planning

3-5 weeks T&M

ENVISIONING

EXECUTION

Regular updates
Demos
Acceptance testing
Change management
Risk management
Monitoring

Visualization Tools

Power BI

Tableau

Google Charts

Domo

Chartist.js

Custom visualization
Controls using Telerik

jQuery plugins

D3.js

Chart.js

Change Over Time

Showing a change over time for a measure is one of the fundamental categories of visualizations. There are many options for exploring change over time, including line charts, slope charts, and highlight tables.

To show change over time, you need to know the value you expect to change, and how to work with Date fields in Tableau.

- What kind of question does this chart answer?

- How has this measure changed in the past year?

- When did this measure change?

- How quickly has this measure changed?

Correlation

Sometimes you have two variables and are looking for the relationship between them. For example, you may be looking for the relationship between classroom size and school graduation rate, or how much lung capacity relates to endurance. (But remember, correlation does not always equal causation.)

Correlation can be shown with scatter plots or highlight tables to show the strength of the correlation.

- What types of question can this chart answer?

    - Are these two measures related? How strongly?

    - Are some measures more related than others?

    - How strongly related are these measures?

Correlation

Scatter Plot

Highlight Table

Magnitude

Magnitude shows the relative size or value of two or more discrete items. If you are comparing sales for different regions, you are looking at magnitude.

Magnitude charts include bar charts, packed bubble charts, and line charts.

▪ What types of question can this chart answer?

  ▪ Which of these dimension members has the highest measure?

  ▪ Are there any exceptional dimensions?

  ▪ How large of a gap is there between the lowest and highest measure between these dimensions?

Magnitude

Line chart
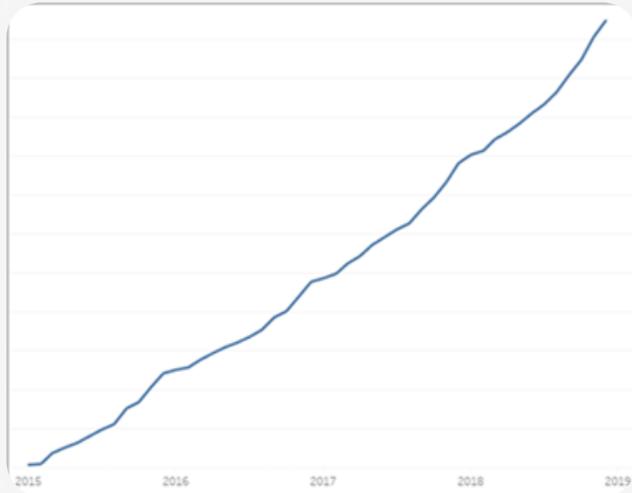
Packet Bubble
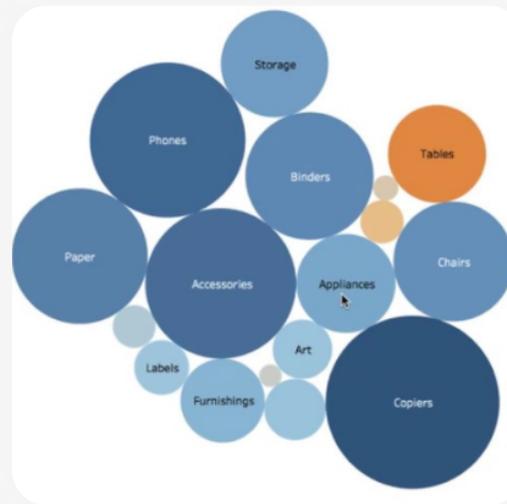
Bar Chart

Deviation

Deviation charts show how far a value varies from some baseline, such as the average or median. If you wanted to know which items had unusually high or low profit margins, you would use a deviation chart.

You can use bullet charts, bar charts, and combination charts to show deviation. You can also find the statistical significance of the deviation using a Z-score.

- What types of question can this chart answer?

  - How far from the norm does this measure stray?

  - How important are the deviations in this measure?

  - Is there a pattern to the deviations?

Deviation

Combination Chart
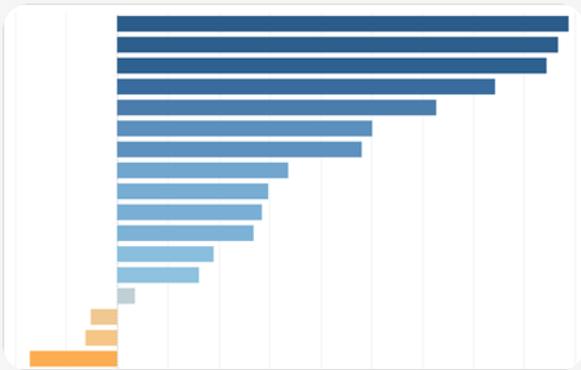
## Bar Chart
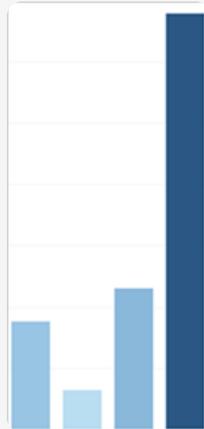
Bullet Chart
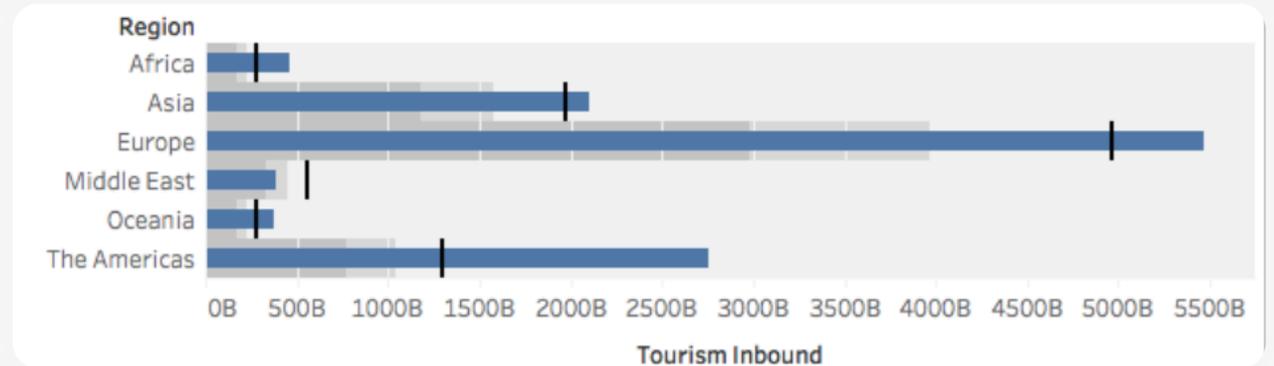
Distribution

When you are trying to find the frequency of events within a population, you are looking at the distribution. If you are showing the number of respondents to a survey by age, or the frequency of incoming calls by day, a distribution chart might be the best choice.

Distribution charts include histograms, population pyramids, Pareto charts, and box plots.

- What types of question can this chart answer?

  - Are events clustered around a certain probability?

  - Which population group buys the most items?

 - When are the busiest times in our work day?

Distribution

Histogram
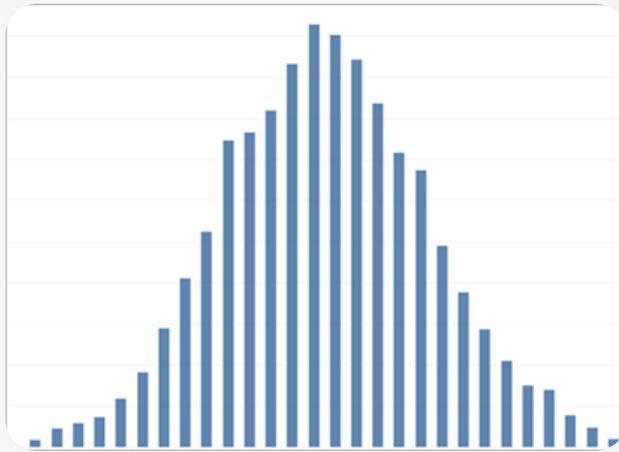
Population Pyramid
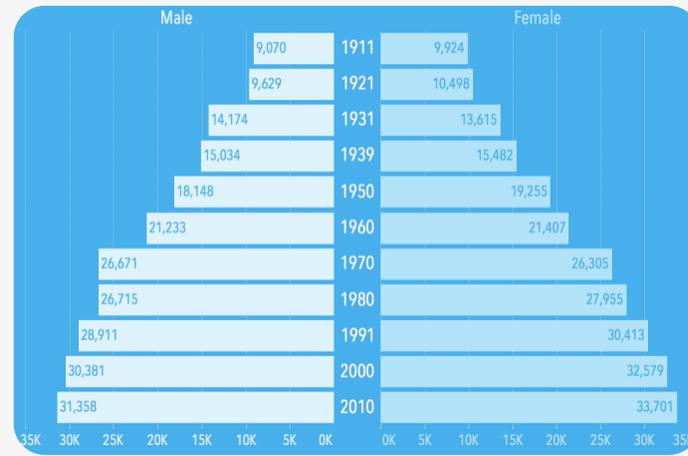
Pareto Chart
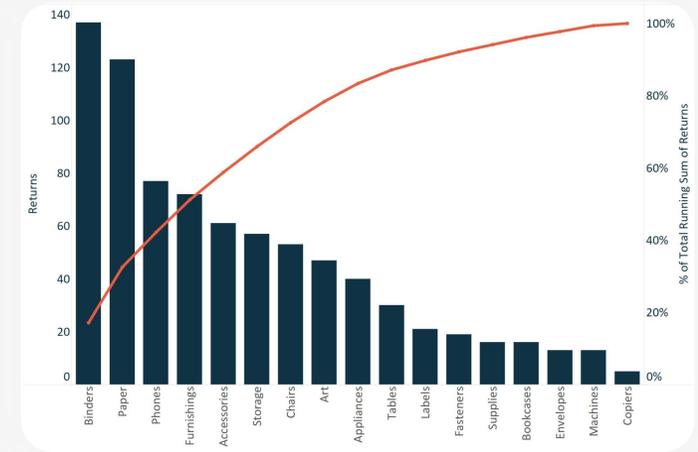
Ranking

Sometimes you not only want to depict the magnitude of some value, but also the relative ranking of all the members of your dimension. Showing the top ten sales people or demonstrating the under-performing states use a ranking chart.

Ranking charts are usually bar charts that integrate rank calculations, top n sets, or key progress indicators.

- What types of question can this chart answer?

    - How many people are under-performing in the company?

    - How much revenue is generated by our top ten customers?

    - What is the value of our ten lowest revenue properties?

Ranking

Bar Chart
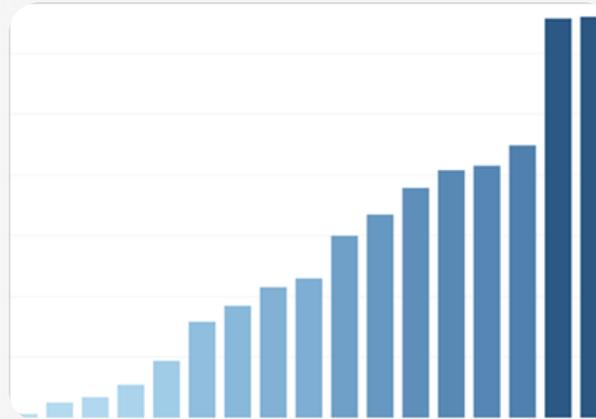
Part-To-Whole

Part-to-Whole charts show how much of a whole an individual part takes up. For example, if you are showing how much each region contributes to overall sales, or how expensive each different shipping mode is for an individual product, you would use a part to whole chart.

Part-to-Whole charts can be pie charts, area charts, stacked bar charts, or treemaps.

- What types of question can this chart answer?

    - How much does this value contribute to the total?

    - How does the distribution of costs change each year?

    - Do different items contribute different amounts to sales by region?

Part-To-Whole

Pegasus
One

Treemap
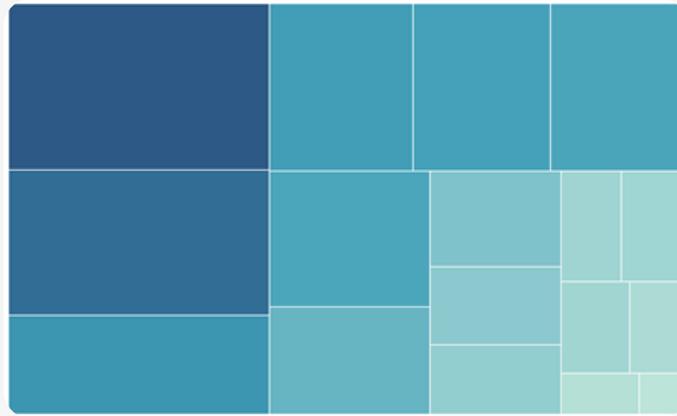
Pie Chart (nested)
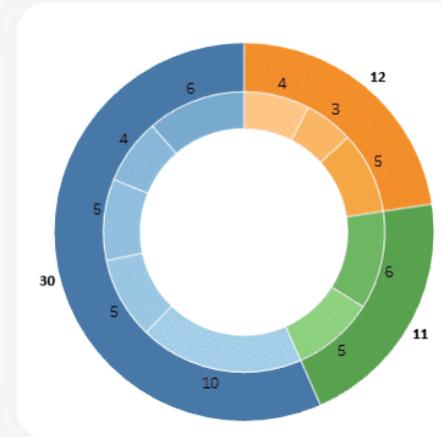
### Area chart
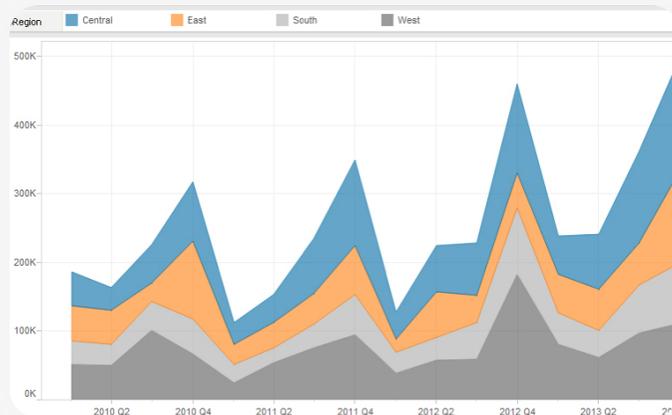
Stacked Bar chart
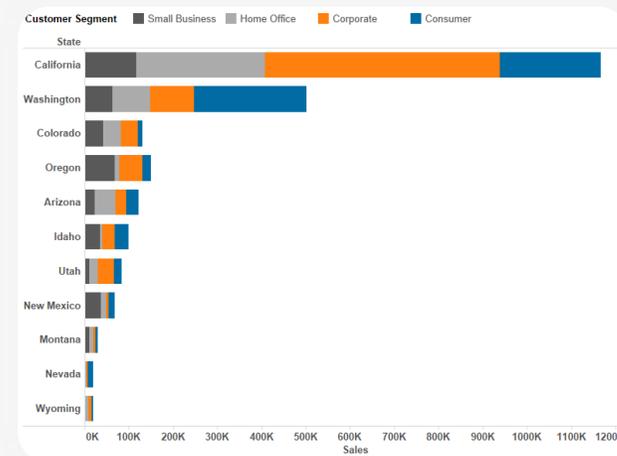
Spatial

Spatial charts can precise locations and geographical patterns in your data. Showing the airport terminals with the most foot traffic or a map of all sales across the country are examples of spatial maps.

Spatial maps include filled maps, point distribution maps, symbol maps, and density maps.

- What types of question can this chart answer?

    - Which city has the highest sales?

    - How far from distribution centers are our customers?

    - How many people arrive at which gate?

Spatial

Filled Maps

Point Distribution Maps
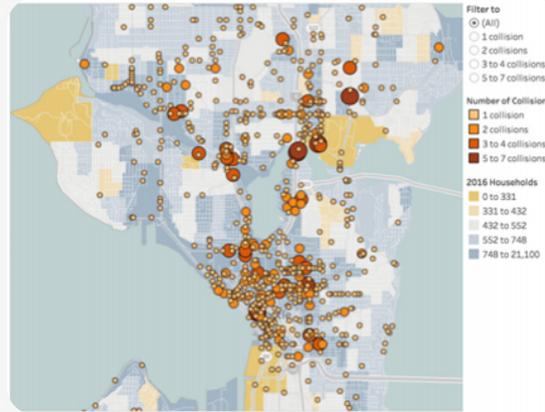
Symbol Maps
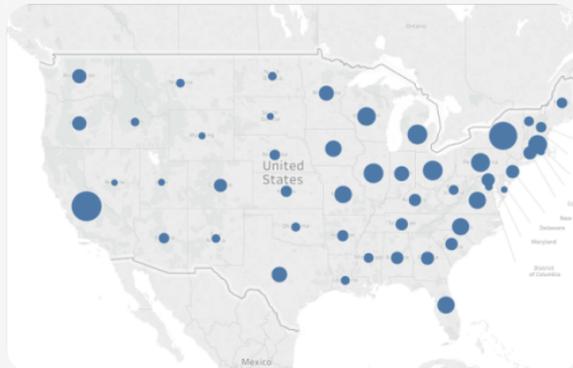
Density Maps
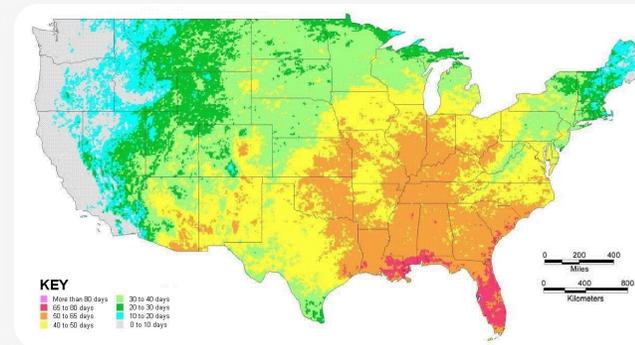
Flow

Flow charts can be maps that convey movement over time, such as Sankey diagrams. Flow maps include path over time and path between origin and destination charts.

- What types of question can this chart answer?

    - What is the longest shipping route?

    - How long are people lingering around gates?

    - What are the bottlenecks to traffic in the city?

Flow

Spider Maps
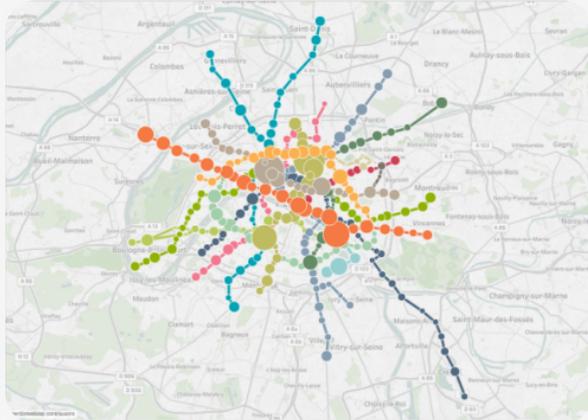
Origin-Destination Map
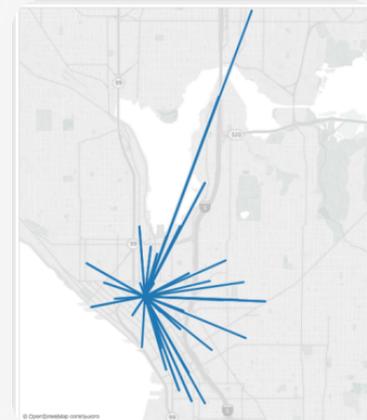
Other Types
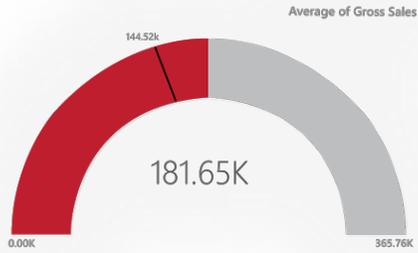
Gauge Charts
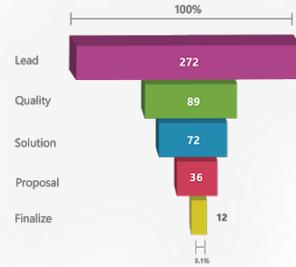
Funnel Charts

Waterfall Charts
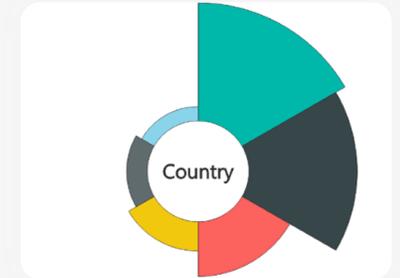
Aster Plot
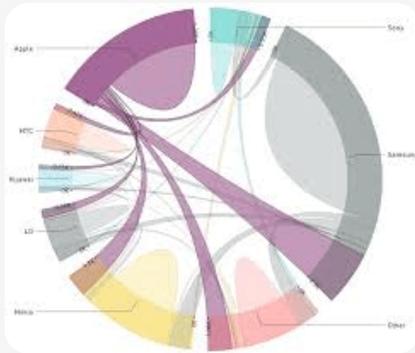
Chord
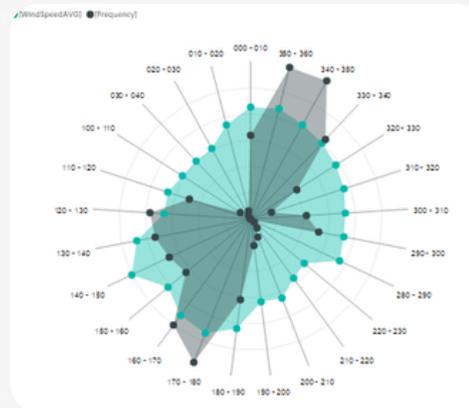
Radar Chart
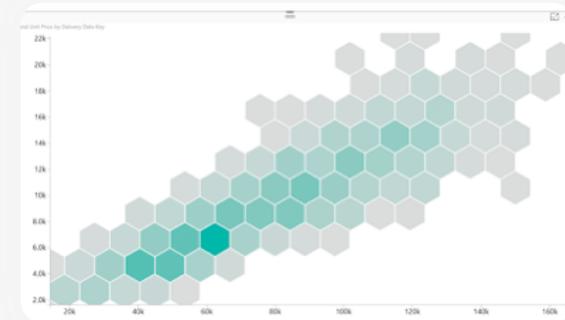
Hexbin Scatter Plot

To summarize, we will

- Study and understand the data silos in your organization

- Building a plan to extract the actionable insights

- Assist in integrating and analyzing your organizations data

- Create insightful and actionable business information visualizations
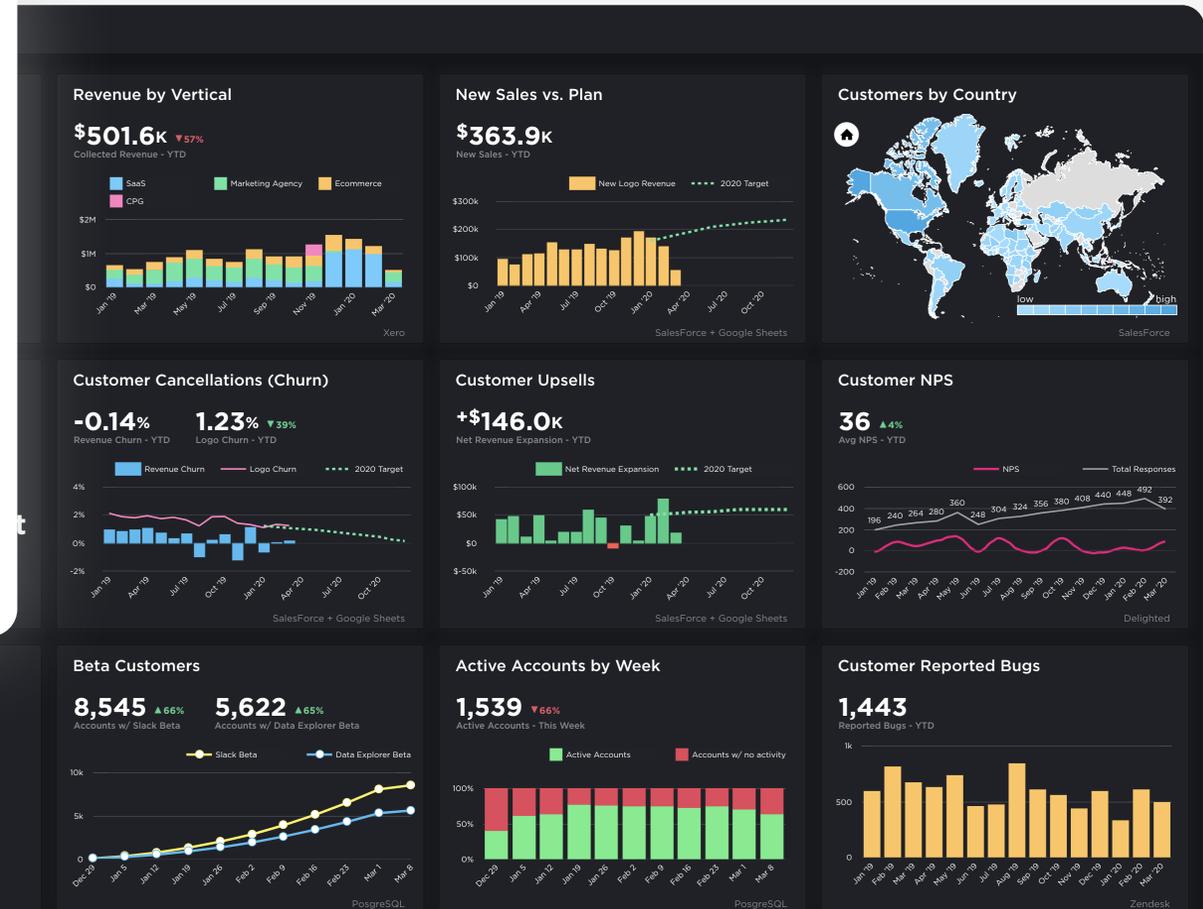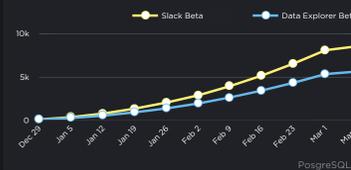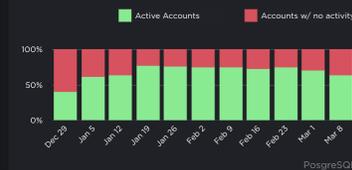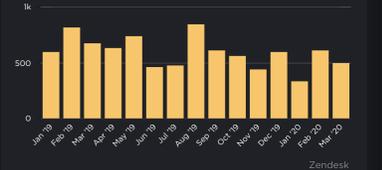
Recognized as one of *Inc.'s 5000 Fastest-Growing US Companies (2019 & 2020)*, Pegasus One partners with industry leaders including Snowflake, Microsoft and Amazon AWS to bring advanced expertise, resources, and leadership to every project.

Gold
**Microsoft
Partner**
■ Microsoft

America's Fastest-Growing Private Companies
**Inc.
5000**

**amazon
web services** | Partner Network
CONSULTING PARTNER

**ISO
9001
QUALITY
ASSURANCE**

Information Security Management System
**ISO
27001**
Certified

ORANGE COUNTY BUSINESS JOURNAL
FAST-GROWING
PRIVATE COMPANIES

❄ **snowflake**® | **PARTNER
NETWORK**

+ableau
P A R T N E R

▦ **Liferay** | SERVICE PARTNER
PLATINUM

salesforce partner

Pegasus
One

Projects

Pegasus One

HEALTHCARE INSUTANCE

Azure based healthcare insurance platform built using Azure SQL data warehouse and Tableau

POSTURE MANAGEMENT

AWS based data warehouse built using structured (RDBMS) and unstructured data from sensors/IOT devices for healthcare app

Projects

ONLINE LEARNING PORTAL
AWS based data warehouse built using structured (RDBMS) and API data fetched from Canvas LMS

SBA LENDING
MS SQL server and PowerBI implementation for a lending product.

Projects

INTELLIGENT LOGISTICS
40% increase in ROI aided by powerful dashboards delivering actionable insights
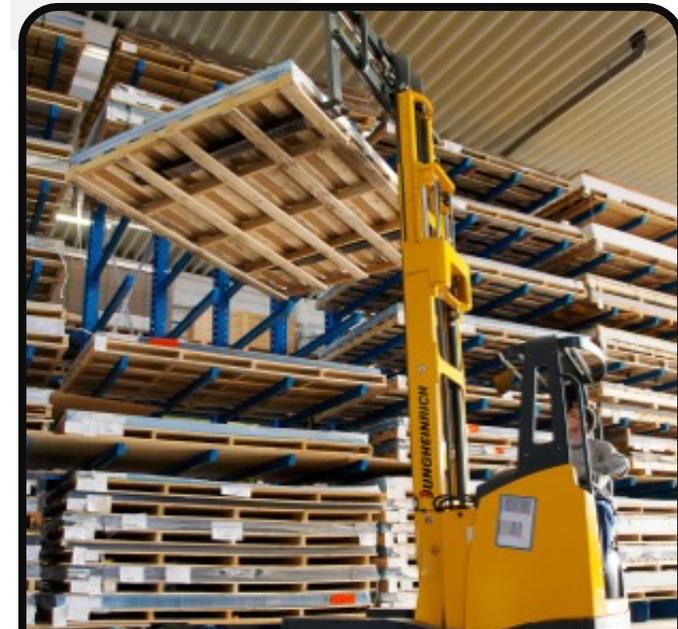
AI BASED LOGISTICS
50% reduction of fleet costs with Machine Learning optimized logistics pipeline

Projects
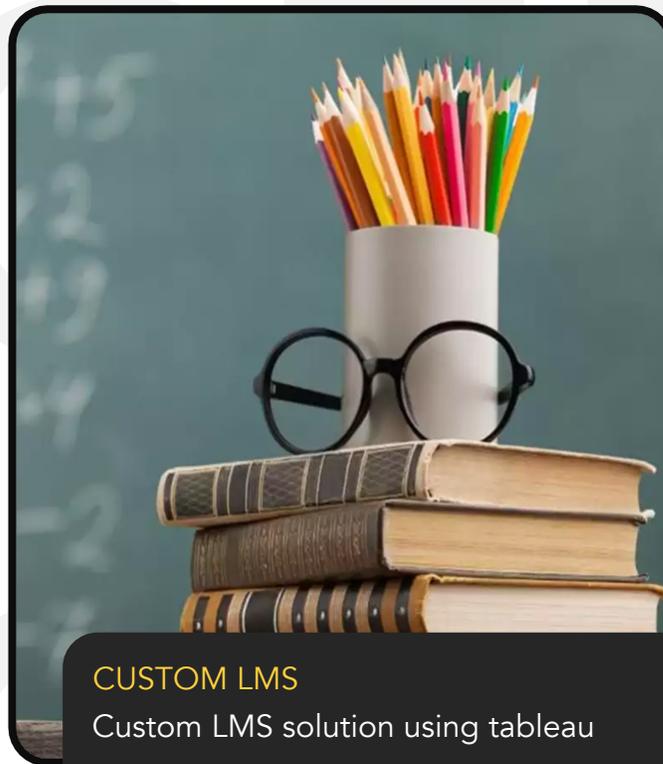
CUSTOM LMS
Custom LMS solution using tableau
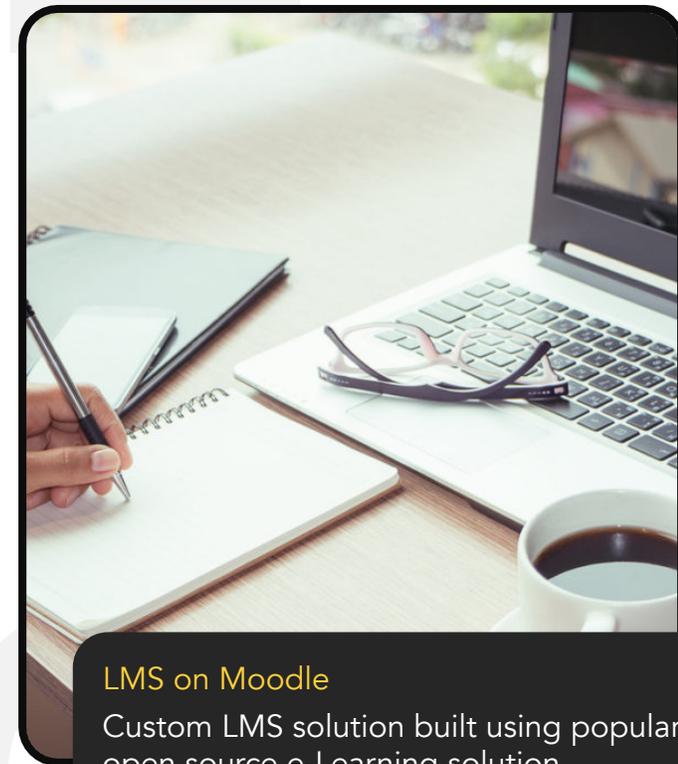
LMS on Moodle
Custom LMS solution built using popular open source e-Learning solution

Pegasus One

DATA VISUALIZATION

A life-saving win of Data Intelligence

Infection & Fatality Rates Vary by Country
Quality of healthcare, average age of population – both factors

updated 3 Apr 2020

|	confirmed cases	deaths	% cases who have died		cases per million people		deaths per million people *=3
USA	243,453	5,926	2.4%	Spain	2,418	Italy	234
Italy	115,242	13,915	12.1%	Switzerland	2,221	Spain	223
Spain	112,065	10,348	9.2%	Italy	1,941	Belgium	88
Germany	84,794	1,107	1.3%	Belgium	1,343	France	83
China	82,432	3,322	4.0%	Austria	1,274	Netherlands	79
France	59,929	5,398	9.0%	Germany	1,033	Switzerland	63
Iran	50,468	3,160	6.3%	Norway	970	UK	44
UK	34,173	2,926	8.6%	France	922	Iran	39
Switzerland	18,827	536	2.8%	Portugal	875	Sweden	31
Turkey	18,135	356	2.0%	Netherlands	868	Portugal	20
Belgium	15,348	1,011	6.6%	Israel	824	USA	18
Netherlands	14,788	1,341	9.1%	USA	750	Austria	18
Canada	11,284	139	1.2%	Iran	622	Germany	13
Austria	11,129	158	1.4%	Sweden	562	Norway	9
South Korea	9,976	169	1.7%	UK	516	Turkey	4
Portugal	9,034	209	2.3%	Canada	308	Israel	4
Brazil	8,044	324	4.0%	Turkey	225	Canada	4
Israel	6,857	36	0.5%	South Korea	196	South Korea	3
Sweden	5,568	308	5.5%	China	58	China	2
Norway	5,147	50	1.0%	Brazil	38	Brazil	2

AVERAGE 4.6%
CASE FATALITY RATE
CFR is unreliable during an outbreak

informationisbeautiful   **Univers Labs**

sources: Johns Hopkins University

USE OF DATA VISUALIZATION TO DEFEAT COVID-19
Read Here https://www.pegasusone.com/the-use-of-data-visualization-to-defeat-the-covid-19-pandemic/